



Ideas for additional marketing materials

The Early Achievers toolkit is designed so you can customize it to best meet your needs. We know there is more to marketing than social media, newsletters, news releases and signs. Here is a list of some products you could purchase to help you spread the word about Early Achievers. We encourage you to use your imagination, adding Early Achievers graphics and writing samples wherever you like, along with your name and/or logo of your child care facility.

1. Mugs – These are great to give to parents or for your staff. We found them at Costco starting at \$6.99, at Staples starting at \$5.50 and at Office Depot ranging in price from \$1.59 to \$4.28. Prices vary by the size of the order.
2. Lawn Signs – Yard signs are not just for people running for political office. For a small investment, you attract a lot of attention. We found them at Office Depot as follows: Single color; 25 for \$249.75, Corrugated; \$29.99 each; Aluminum; \$54.99 each. Staples has them starting at \$3.
3. T-Shirts – This makes a nice give-away or can be worn by staff. Costco offers custom T-shirts starting at \$11.99. Staples has them starting at \$14.99. Office Depot offers 19 versions ranging in price from \$5.39 to \$17.49.
4. Posters – A simple poster at Costco starts at \$1.49, with enlargements/poster boards starting at \$9.99. Staples offers 3 sizes priced from \$6.50-\$13.00. At Office Depot, you'll find 3 size options ranging in price from \$12.99-\$27.99.
5. Other – There is no end to the ways you can brand your child care facility. Here are more ideas and approximate prices. Go online or visit a store for one-on-one help. Some items have minimum orders or bulk pricing:
 - Aprons: \$18 each at Staples.
 - Postcard Flyers: 100 for \$17.49 at Staples, 50 for \$22.99 available in 2 sizes at Office Depot.
 - Hooded Sweatshirts: as low as \$5.70 at Staples.
 - Jackets: 4 different styles; starting at \$14.70 at Staples.
 - Business card magnets; 25 for \$19.99 at Staples.
 - Post-Its: \$9.99 a pack (prices vary on bulk orders) at Staples. Office Depot offers 8 versions ranging in price from \$12.99-\$34.99 a pack.
 - Ink Stamps: 8 versions; prices start at \$13.99 at Staples.
 - Tote Bags: 5 versions; prices start at \$10 each (bulk prices will vary) at Staples. Office Depot offers 6 versions ranging in price from \$2.25-\$15.98.

- Bumper Stickers: 2 sizes; \$11.99 (bulk pricing) at Staples.
- Pens: (various styles) starting at \$12.99 for a small quantity at Staples. Office Depot offers 37 versions; ranging in price from .45-\$6.99 each.
- Key Chains: 2 styles; starting at \$12.99 at Staples.
- Water Bottles: as low as \$9.50 at Staples.
- Magnets: 2 sizes; starting at \$8.99 for the minimum bulk order at Staples. Office Depot offers 8 versions ranging in price from .14-.98 cents each.
- Window Decals: 2 sizes; starting at \$6.49 at Staples.
- Give-Away Items: Staples offers a variety of customizable products such as calculators, can coolers, LED light keychains, letter openers, magnetic clips, rulers, and USB flash drives. Prices run between \$3.46-\$6.65.